

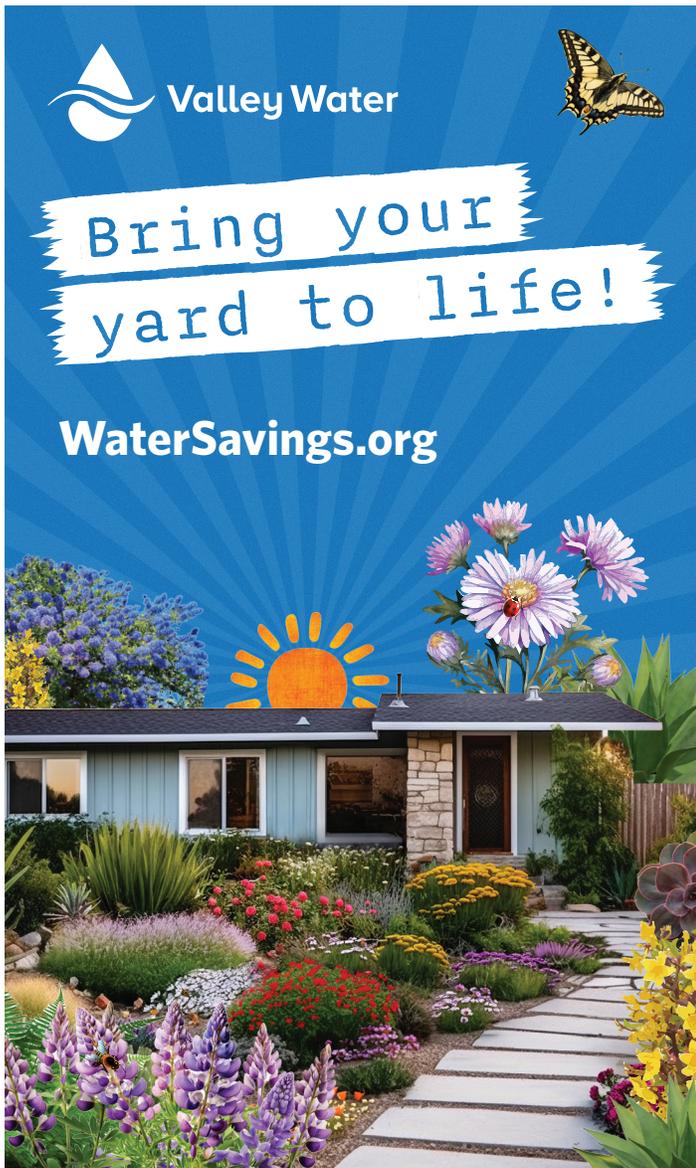
SUMMARY FOR APRIL 2025

Office of Communications Activities



SPRING WATER CONSERVATION CAMPAIGN

The Office of Communications launched the 2025 Spring Water Conservation Campaign on April 1. This campaign promotes our landscape rebate program, which includes irrigation upgrades, rainwater harvesting, outdoor water-wise surveys, and graywater rebates. It uses a multichannel media approach that encompasses digital platforms, social media, email, multilingual newspapers, and television. Additionally, follow-up postcards will be sent to visitors of the multilingual program marketing pages. Valley Water has partnered with retailers to extend the messaging and encourage community participation in water-saving initiatives, further amplifying our outreach efforts.



WATER RATES PUBLIC OUTREACH

In April, staff hosted and promoted several opportunities for the public to learn about and provide their feedback on Valley Water's rates for FY25-26. On April 25, a public hearing and open house were held for South County to discuss rates. The meeting featured discussions on broader water policy and supply and the Open Space Credit. On April 28, staff shared information about Valley Water's Balancing Act on social media, inviting the public to submit their feedback to the Board. Staff also shared reminders inviting people to join the April 8 water rates public hearing and to the South County Open House.

CELEBRATING PET DAY

Valley Water employees submitted 117 photos showcasing their pets in celebration of National Pet Day on April 11, 2025. Those photos were highlighted in a video put together by staff and played at the April 17 Town Hall, which generated 172 views from our News You Can Use link.



MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 260 media mentions in April.

Staff responded to media inquiries on the following topics:

- Feral pigs in Morgan Hill

Staff wrote and posted five stories to valleywaternews.org on the following subjects:

- Protecting nesting birds during tree maintenance in Santa Clara County

Statistics for Facebook, Twitter, valleywaternews.org, video, and eNews are below. Impressions are the number of times a post is displayed in a newsfeed, X stream, etc. Engagement is the number of times a user interacts with a post, such as a retweet, click, and more.

f 2,635,016 impressions 5,296 engagements 1,416 post link clicks	X 6,977 impressions 276 engagements 22 link clicks	 Valleywaternews Blog 8,697 views 6,684 visitors
 736,119 video views 9 videos posted	 1,756,713 impressions 633 engagements	 May e-Newsletter 58% open rate 3.5% click through rate

- Bring your yard to life this spring
- Valley Water plans to keep many percolation ponds filled with water this summer and fall
- Restoring connections: Evelyn Avenue Fish Passage Project
- Low-income seniors may apply for safe, clean water parcel tax exemption

Staff prepared Nextdoor messages for board members on the following topics:

- Lead a creek clean up in your community – Register before April 27
- Save water and money – Get a free Water Wise Survey
- We want to hear your feedback during Valley Water’s 2025-26 budget process
- Low-income seniors can apply for Safe, Clean Water Property Tax Exemption
- Bring Your Yard to Life This Spring!

Staff published one item to the Valley Water website’s District News section on the following topic:

- Near normal snowpack provides positive water supply outlook for 2025

INTERNAL COMMUNICATIONS

Staff sent a total of 11 all-user emails, which included the Ripple Quarterly Newsletter from Administrative Services, announcement of the newly appointed Clerk of the Board, Employee Recognition Awards announcement, and parking impact notices. Staff posted 39 employee news items to the Aqua intranet; updated the employee news monitors in the HQ and Admin cafeterias, Sacramento office, Rinconada Water Treatment Plant and the Penitencia Water Treatment Plant; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

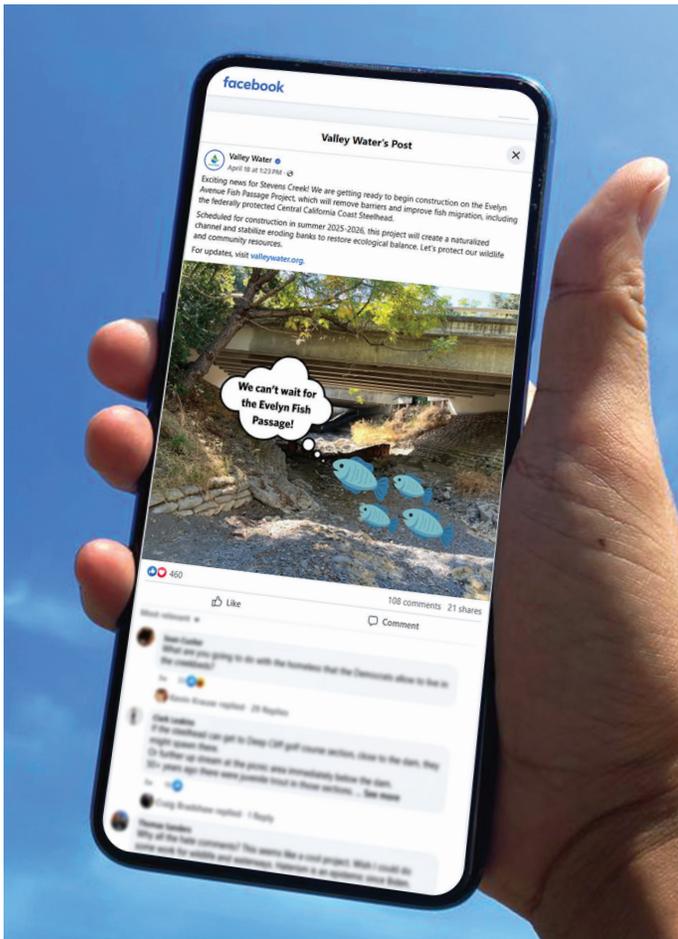
COMMUNITY OUTREACH

The Speakers Bureau program held one presentation in April. On April 23, staff participated in a Speakers Bureau presentation to the Willow Glen Lions Club. Ten attendees were engaged and asked questions about Anderson Dam, Pacheco Reservoir and rainwater capture.

GRAPHICS SERVICES

For the month of April 2025, the graphic team resolved 67 cases.

	14 mailers, event and outreach materials		12 internal support materials
	9 water conservation materials		9 publications
	7 digital graphics		6 signage materials
	5 public notice and newspaper advertisements		2 branding materials
	2 PowerPoint presentations		1 flood awareness material



A social media post highlighting the Evelyn Fish Passage blog received great engagement from the community with hundreds of likes and shares.